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FAXED

May 22, 1997

Mr. Dominic Griffo
Pathmark Stores Inc.
301 Blair Road
Woodbridge, NJ 07095

Dear Dom:

In conjunction with the introduction of new style WINSTON Product scheduled for early June, I would like to recommend the following distribution changes to accommodate WINSTON Ultra Box King and Ultra Box 100's Styles:

- ⇒ Discontinue Monarch Ultra 100's (UPC Case Code 12300-34012), and WINSTON Ultra Soft Pack 100's (UPC Case Code 12300-11806).
- ⇒ Add WINSTON Ultra Box (UPC Case Code 12300-70306), and WINSTON Ultra Box 100's (UPC Case Code 12300-70406)

The rationale for adding both Box Styles of WINSTON Ultra is the unprecedented growth of box style packaging in the Metro Market....in excess of 75% of all packaging sold, and the large amount of advertising, direct mail, and couponing planned for the new redesigned Product.

Enclosed is a brief outline of the new WINSTON *Relaunch Program*.

I will forward all necessary paperwork, as soon as I hear from you.

Thanks for your help.

Sincerely,

G. N. Kuruc, Jr.

Attachment

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